

Message Text

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TO USMISSION GENEVA

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E.O. 11652: N/A

TAGS: PORG, WTO

SUBJECT: WTO BUDGET PREPARATION

REF: GENEVA 331

1. DEPARTMENT UNDERSTANDS, CONSISTENT WITH REFTTEL PARA 1B, THAT MAIN OBJECTIVE OF CANADIAN EXPERT CONSULTATION WITH LONATI JANUARY 27-31 WILL BE TO INTRODUCE PROGRAM BUDGETING CONCEPT INTO DRAFT WTO BUDGET. TO EXTENT MISSION MAY FIND OPPORTUNITY TO DO SO, WE WOULD WISH TO HAVE DRAFT BUDGET REFLECT ALSO PROGRAM PRIORITIES AS WE SEE THEM. FOLLOWING GUIDELINES DEVELOPED IN COLLABORATION BETWEEN USTS AND DEPARTMENT FOR USE BY MISSION IN THIS CONNECTION.

2. BASIC GOAL OF WTO SHOULD BE TO PROVIDE STATISTICAL DATA AND PROMOTE REGULATORY CLIMATE NEEDED BY GOVERNMENTS FOR PURPOSE OF DEVELOPING AND IMPLEMENTING PROGRAMS IN TOURISM FIELD. WTO SHOULD WORK IN THREE FUNCTIONAL AREAS TO ACHIEVE THIS, SERVING AS (A) CLEARING HOUSE FOR THE COLLECTION,
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PROCESSING AND DISSEMINATION OF INFORMATION, ESPECIALLY STATISTICAL; (B) FOCAL POINT FOR WORK ON INTERNATIONAL AGREEMENTS AND PROBLEMS OF FACILITATION; AND (C) FORUM IN WHICH TO TREAT INTERNATIONAL TOURISM QUESTIONS.

3. AS CLEARING HOUSE, WTO SHOULD PERFORM FOLLOWING CATEGORIES OF SERVICES (IN RANKED ORDER OF IMPORTANCE UNDER EACH CATEGORY):

(A) DEMAND ORIENTED STATISTICAL DATA.

(I) SYSTEMATIC COLLECTION AND DISSEMINATION OF STATISTICAL DATA ON TOURIST MOVEMENTS (ARRIVALS, OVERNIGHT STAYS, MODES OF TRANSPORT), RECEIPTS AND EXPENDITURES AT THE INTERNATIONAL AND NATIONAL LEVELS.

(II) ANALYSIS OF TOURISM VOLUME DATA IN TERMS OF TRENDS, GEOGRAPHICAL DISTRIBUTION, CHARACTERISTICS OF TRIPS, AS WELL AS OF THE TRAVELERS.

(III) ANALYSIS OF ECONOMIC BENEFITS OF TOURISM, INCLUDING OVERALL BALANCE OF PAYMENTS AND EMPLOYMENT, EFFECT ON VARIOUS SECTORS OF THE ECONOMY, THE MULTIPLIER EFFECT.

(IV) ANALYSIS OF COMPARATIVE NATIONAL TOURISM PROGRAMS.

(V) ANALYSIS OF FACTORS AND CONDITIONS AFFECTING TRAVEL MOTIVATIONS AND CHOICE OF TOURIST PRODUCTS AND DESTINATIONS.

(B) SUPPLY ORIENTED STATISTICAL DATA.

(I) ANALYSIS OF THE ECONOMIC AND SOCIO-ECONOMIC FACTORS AFFECTING TOURIST SUPPLY.

(II) INVENTORY OF PERMANENT DATA ON THE TRANSPORTATION AND ACCOMMODATION SECTORS AS THEY RELATE TO TOURISM.

(III) EVALUATION OF SPECIAL INTEREST ACTIVITIES (SPORTS RECREATIONAL AND CULTURAL PLANTS, ETC.)

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(C) IMPROVEMENT IN QUALITY OF STATISTICAL BASE BY ESTABLISHING AN INTERNATIONAL STANDARDIZATION OF THE SYSTEM FOR COLLECTING STATISTICAL DATA FROM ALL MEMBER COUNTRIES WITH RESPECT TO:

(I) STANDARDIZATION OF THE DEFINITION OF A TOURIST.

(II) STANDARDIZATION FOR THE METHOD OF DATA COLLECTION.

(III) STANDARDIZATION AT THE POINT THE DATA ARE COLLECTED
(FRONTIER, ACCOMMODATION).

(COMMENT: IN OUR OPINION THIS ACTIVITY SHOULD BE ASSIGNED A HIGH PRIORITY. TO DATE AND TO OUR KNOWLEDGE, NO ATTEMPT HAS BEEN MADE BY IUOTO TO IDENTIFY AND RECONCILE THE EXISTING DISCREPANCIES IN THE INTERNATIONAL TRAVEL STATISTICS ISSUED BY IUOTO. THIS AIM MAY BE A DIFFICULT UNDERTAKING AS GOVERNMENT TOURIST OFFICES GENERALLY HAVE REASONS FOR THE WAY IN WHICH THEY ARE CURRENTLY COLLECTING AND REPORTING TOURISM DATA. IN ADDITION, THERE IS GENERALLY SOME RELUCTANCE TO CHANGE THE GIVEN SYSTEM, PARTICULARLY IF IT IS ADEQUATE FOR THE COUNTRY'S NEEDS. NEVERTHELESS, WTO SHOULD AT LEAST IDENTIFY THE DISCREPANCIES AND MAKE SOME STATISTICAL ADJUSTMENTS BEFORE DISPARATE DATA ARE AGGREGATED.)

(D) MAINTENANCE OF DOCUMENTATION AND TECHNICAL INFORMATION CENTER FOR ALL MATERIALS SUBMITTED TO WTO, AS WELL AS WTO ORIGINAL WORK, AND PROVISION FOR DISSEMINATING OF INFORMATION OBTAINED THROUGH THE ACTIVITIES OF THE WTO TO MEMBERS THROUGH THE FORM OF TECHNICAL BULLETINS, PUBLICATIONS AND OTHER TYPES OF PRINTED REPORTS.

4. FYI. WITH RESPECT TO PUBLICATIONS (PARA 3D ABOVE) OF THE SIX PUBLICATIONS REGULARLY ISSUED BY IUOTO, ONLY TWO HAVE PARTICULAR VALUE TO USTS:

(A) INTERNATIONAL TRAVEL STATISTICS--THIS PUBLICATION REPRESENTS ONLY SOURCE OF STATISTICAL DATA ON ALL ARRIVALS, RECEIPTS, EXPENDITURES FOR SOME 85 COUNTRIES. DOCUMENT IS CRITICAL FOR INFORMATION ON BOTH NON-OECD MEMBER COUNTRIES
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AND OECD MEMBER COUNTRIES TO OBTAIN A COMPLETE ASSESSMENT OF ALL TRAVEL TO A GIVEN COUNTRY. FOR EXAMPLE, WHILE THE OECD PROVIDES INFORMATION ON OECD MEMBER COUNTRY ARRIVALS TO GERMANY, IT DOES NOT PROVIDE DATA ON TOURISM ARRIVALS TO GERMANY FROM NON-OECD MEMBER COUNTRIES. THERE ARE, HOWEVER, IMPORTANT LIMITATIONS TO THIS REPORT. (I) DATA ARE NOT TIMELY ENOUGH (LATEST EDITION OF INTERNATIONAL TRAVEL STATISTICS ISSUED BY IUOTO COVERS 1972 ARRIVAL AND RECEIPT DATA), AND (II) NO ATTEMPT HAS BEEN MADE TO RECONCILE THE VARIOUS WAYS MEMBER COUNTRIES REPORT TOURISM DATA. (FOR EXAMPLE, COUNTRIES WHICH REPORT ARRIVALS IN TERMS OF FRONTIER ARRIVALS ARE ADDED TO COUNTRIES WHO REPORT ARRIVALS IN TERMS OF ACCOMMODATION ARRIVALS TO ARRIVE AT A TOTAL WORLD FIGURE FOR TOURISM.)

(B) ECONOMIC REVIEW OF WORLD TOURISM--THIS PUBLICATION IS OF VALUE TO USTS AS IT PROVIDES AN INTERPRETATIVE ANALYSIS OF TRENDS IN TOURISM ARRIVALS AND RECEIPTS RELATIVE TO SUCH FACTORS AS SEASONALITY, ACCOMMODATION

CAPACITY, AND CURRENT ECONOMIC TRENDS. CHIEF DISADVANTAGE OF THIS PUBLICATION IS ITS LACK OF TIMELY DATA. (THE 1974 EDITION OF THIS REPORT RECENTLY RECEIVED INCLUDES TOURISM AND ECONOMIC DATA, FOR THE MOST PART, ONLY THROUGH 1971.)

5. REMAINING FOUR IUOTO PUBLICATIONS (WORLD TRAVEL--TOURISM MONDIAL, TRAVEL RESEARCH JOURNAL, WORLD TOURISM, TRAVEL ABROAD) HAVE MINIMAL TO NO VALUE TO USTS, MAINLY BECAUSE IN EVERY CASE MORE TIMELY DATA ALREADY AVAILABLE FROM OTHER RELIABLE SOURCES. END FYI

6. AS FOCAL FOR WORK ON INTERNATIONAL AGREEMENTS AND PROBLEMS OF FACILITATION WTO SHOULD:

(A) MAINTAIN PERMANENT AND SYSTEMATIC COMPILATION AND COMPARATIVE ANALYSIS OF ALL BILATERAL AND MULTILATERAL AGREEMENTS RELATING TO ALL ASPECTS OF TOURISM;

(B) DRAFT STANDARDS AND RECOMMENDATIONS WITH VIEW TO ABOLISHING, SIMPLIFYING AND COORDINATING EXISTING NATIONAL UNCLASSIFIED

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PROVISIONS TO HELP ENSURE THE FREE MOVEMENT OF INTERNATIONAL TOURISTS.

7. WHILE WE WILL HAVE MORE PRECISE INPUTS TO MAKE, OF COURSE, WHEN PROPOSED PROGRAM FOR WTO COMES BEFORE ORGANIZATION FORMALLY, THESE WILL CONFORM TO FOREGOING PLAN OF PRIORITIES FROM U.S. POINT OF VIEW AND COULD BE FACILITATED BY ANY IMPACT MISSION MIGHT BE ABLE TO MAKE NOW ON DRAFT BUDGET WHILE IT IS STILL UNDER PREPARATION BY LONATI. KISSINGER

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